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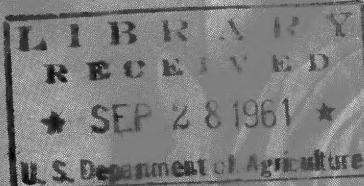
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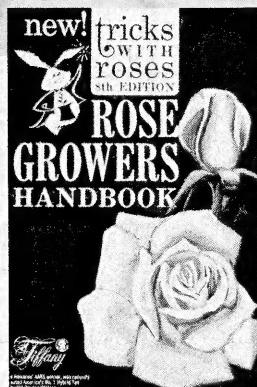
# ROSE GROWERS HANDBOOK



Tiffany  
AARS

a Howards' AARS winner, was recently voted America's No. 1 Hybrid Tea by the Garden Writers.

Published by HOWARDS of Hemet, California



**Our cover rose . . .**

*Tiffany* 

**TIFFANY:** All-America Rose Selections winner in 1955 and now in a poll conducted by the American Association of Nurserymen, voted No. 1 hybrid tea in the U.S. by Garden Writers.

This beautiful rose has been most appropriately named to honor Tiffany & Co., known the world over as a symbol of unexcelled quality. Tiffany's long tapered buds rise from a golden yellow to a full deep pink. They open and hold their color and prize winning high centered shape in all stages of bloom. Stems are long and strong and it is not uncommon to find them 20 to 24 inches long. It is vigorous, hardy and especially disease resistant. It is additionally enjoyable to grow because it continues blooming long after many varieties have begun to go dormant.

# TRICKS with

## *More fun than you'd*

Every now and then someone asks: "Why do you grow roses?" and there are as many answers as there are roses. But after you've explored such high-sounding emotions as "quest for beauty, fulfillment, sublimation, therapeutic values," etc. . . . you are right back to the root of the thing . . . i.e., growing roses is fun. And the more you know about it, the greater your enjoyment.

### T A B L E

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# the ROSE?

## **ever *SUPPOSE!***

So it's entirely cricket to have an ace or two up your sleeve. That is, if you can call it sorcery—to work magic with roses. Some might argue it's just doing what comes naturally. Anyway, here are what you might call a few tricks of the trade. We're sure you will come up with many more of your own. When you do, how about sharing them with us?



*Robert Lindquist*

Vice President and head of rose  
research, Howards of Hemet,  
California.

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# PRESTO-CHANGE-O



## Too much greenery?

When the owners planted this house they were eager to get a "lived in" look, so they planted the fastest growing shrubs they could find. Now, eight years later, even drastic pruning can't quite overcome that "jungle" appearance.



**THE TRICK?** Forget the pruning shears. Here is a case for surgery. Remove the source of your problem by cutting out large chunks of the overgrown evergreens. Inter-plant roses in the foundation planting. Remove a section of lawn for a perennial-rose-bulb garden.

# Have a new look quicker than you can say ROSES!



## Too many straight lines?

Someone laid out this house with a T square. Straight walks, square patio, boxed off hedge—geometrical shrubs. It isn't a question of moving mountains or pulling up concrete or bricks. Curves and rounded shapes can be added to your planting, giving the "softer" illusion you'd like to create.

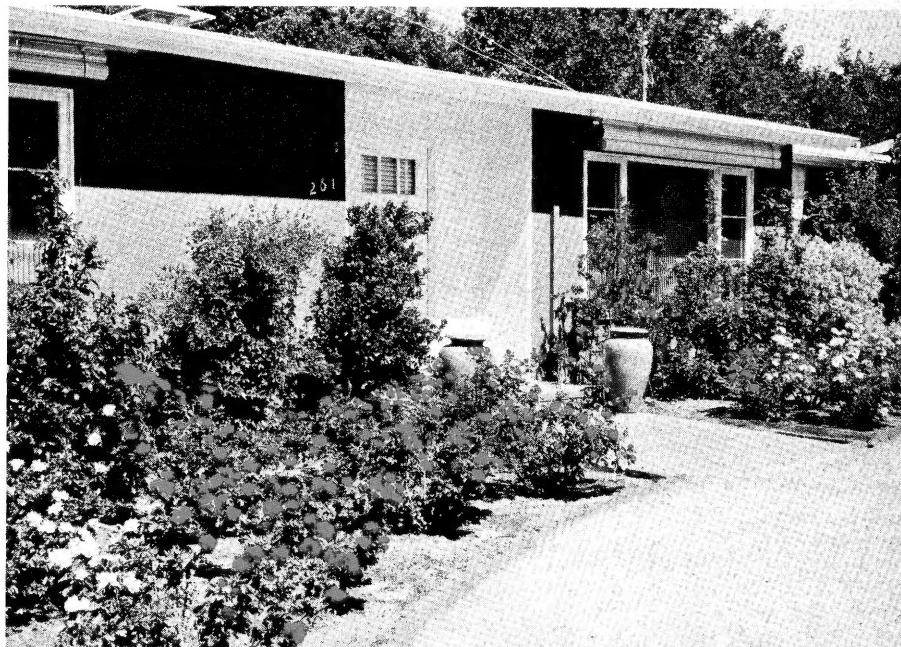


**THE TRICK?** If you're tired of "square" landscaping, try moving in rose circles . . . such as . . . a curving low rose hedge . . . a massive grandiflora to soften a corner . . . roses rambling on a fence in a lazy-dazy way.



## Too much like the neighbors?

Tract living has much to recommend it. Especially when you can overcome that "sameness" on the outside. Painting your house a different off-beat color or adding an attractive walk or fence helps, but nothing individualizes your house as much as the planting.



**THE TRICK?** A tract house is sure to at-tract when you plant roses with abandon. Try a tall screen of grandifloras for privacy as well as breathless beauty. A rose garden on the driveway side can make yours the stand-out house on the block.

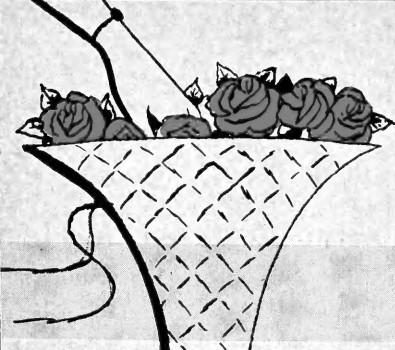


## Too much to maintain?

These home-owners went overboard for annual and perennial beds. Now they feel that the upkeep is too great. Still they want to keep the bright splash of color that comes with the seasons without constantly re-planning and replanting.

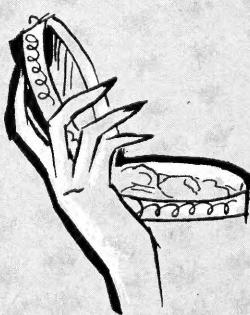
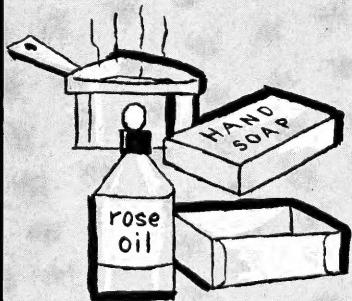
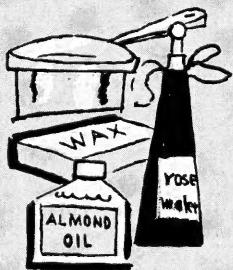


**THE TRICK?** Add large plantings of roses to flower beds. Still room for a few bright annuals and perennials, and the color remains over a much longer season.



# **Pull these ROSE out of your**

**Almost anyone can learn to knit  
things with roses — now there's**



## **ROSE WATER**

Rose water is actually a distillate of the fresh petals and can be made at home with every day items. Gather about a pound of fresh, fragrant petals. Wash carefully to remove insecticides. Fill tea kettle half full of water, add rose petals and put on low heat. Attach a rubber or plastic hose to spout of kettle with other end draining into jar on floor. Submerge middle section of hose in dishpan of ice-water which will cool the steam from the kettle and gradually drip your pure rose water into the jar.

## **ROSE COLD CREAM**

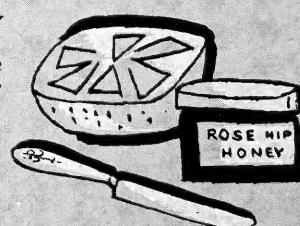
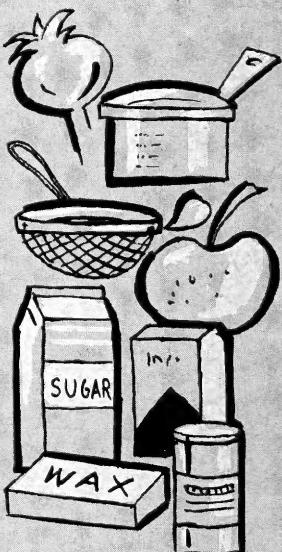
Using an enamel pan, melt one ounce of white wax with 2 ounces of almond oil, add 2 ounces of rose water very gradually, whipping constantly with a fork. When thoroughly blended, pour into a jar.

## **ROSE SOAP**

Steep a few drops of rose oil in hot water. Add bits and pieces of hand soap and dissolve over low heat. Pour this hot liquid into a waxed cardboard carton and mould until firm.

## **QUICK "FRESH-UP" TRICK**

Place a layer of rose petals in the bottom of your compact . . . for milady who likes the unusual.



# NOVELTIES hat!

or play a guitar, but DOING  
a trick your friends will envy.

## PETITE ROSY BISCUITS

Using a packaged mix or your own recipe, make a batch of tiny baking powder biscuits. Serve piping hot with the following:

## ROSE BUTTER

Combine layers of rose petals alternating with sweet butter. Store in a covered crock for several days to let the flavor sink in. Spread on biscuits while still hot.

## ROSE HIP HONEY

When your rose blossoms fall off, the little hard core that remains on the bush is known as a rose hip. Let these turn persimmon orange, which means they are ripe. Measure about 4 cups. Add water to cover and cook until mushy, adding more water if necessary. Sieve and reserve juice. Make apple puree the same way, using 2 or 3 medium apples. Sieve apple mixture. Combine apple juice and rose hip juice in jelly bag. You should have about  $2\frac{1}{2}$  cups of juice. Add  $\frac{1}{2}$  package of powdered pectin. Stir in and bring to a full boil. Add all at once, 3 to  $3\frac{1}{2}$  cups sugar. Bring to a full rolling boil for one minute. Remove from fire, skim and pour into jars. Seal with paraffin.

## Broiled Blushing Grapefruit

Cut grapefruit in half and spread thickly with Rose Hip Honey. Place under broiler until bubbly and slightly browned.

**Simone**  
— HYBRID TEA



Striking mauve double flowers, abundantly fragrant, mark this vigorous beauty. Verdant, leathery foliage makes this rose a true show-piece in your garden.

## Suspense

— HYBRID TEA



Very large, very double. Brilliant turkey red flowers with outside petals of yellow-ocher. Free, continuous bloom from bushy, vigorous plant. Good lasting qualities.

## Lady Elgin

— HYBRID TEA



Apricot and orange. Ovoid buds of reddish-apricot open to large, double, fragrant flowers of buff-yellow, washed with strawberry pink. Vigorous, upright grower.

# BIG ROSES make BIG



## The Grandiflora Story:

The biggest news in roses in the past decade is the grandiflora. It all happened back in 1955 when Queen Elizabeth, one of the All-America Rose Selections for that year, was introduced to the public. However, it was no sudden decision and no one rose that actually prompted this new classification. Plants of this type had been showing up for years in test gardens throughout the country. Judging them fairly presented a problem since it was impossible to rate them by the standards of any known rose type. The grandiflora rose classification was thus created by the All-America Rose Selections Committee who set the standards of this new grouping.

It was decided to create this new classification in order that gardeners throughout the country could enjoy these striking new plants in their proper perspective. The grandiflora rose actually falls somewhere between the hybrid tea and the floribunda.

Plants are tall—taller than the average hybrid tea and floribunda. In some areas, and depending upon variety, they grow to six feet or more. Flower form is classic and high-centered, resembling the hybrid tea with the same long stems found so desirable for cutting.

These lovely flowers are borne in clusters of the floribunda type—profuse and free-flowering with a flower size midway between hybrid tea and floribunda.

So now we have a composite picture of these stately plants: comparatively tall and grand and blooming with masses of flowers with long stems for cutting. It is no wonder that this new class has added a wonderful world of enjoyment to the use of the rose.

Grandifloras can be used in all places where tall shrubs might otherwise be planted, as long as they receive the minimum requirements of half-a-day's sunlight, water and drainage. Never was

# MAGIC



Illustrated here is a typical cane and blooms of the grandiflora. The cane is like the hybrid tea. The blooms are in clusters like the floribunda, but they are large like a hybrid tea. Individual stems are of cutting length. Not as long as hybrid teas, but suitable for flower arranging and other decorative purposes.

there a rose so suited to a tall hedge—one that blooms riotously over a long season, and gives armloads of flowers for indoor arrangements. These hedges are gaining in popularity for a number of reasons: first of all, their beauty literally knows no bounds. One grandiflora causes comment—a row of them is spectacular. In an area where there is an over-abundance of greenery, the seasonal splash of color is most welcome. Likewise for privacy screens and tall specimens, the grandiflora has an unequalled charm.

Since the introduction of Queen Elizabeth into this class, there have been many entrants worthy of note. Paleface, the radiant white rose shown on page 14 of this book . . . along with Governor Rosellini, a red, red rose bush illustrated on the inside back cover; Montezuma, a bright orange-scarlet, and many, many more. Still other roses have been re-classified, such as Buccaneer, to fit rightfully into the niche where they belong.

## Montezuma

— GRANDIFLORA



Long, tapering buds open to high centered flowers of bright salmon-red. Profuse & vigorous. Gold Medal winner at National Rose Society (Eng.) Portland and Geneva.

## Queen Elizabeth

— GRANDIFLORA



Blends of soft carmine red and dawn pink. Tall, upright, and exceptionally vigorous. All-America Rose Selections winner. Gold Medal, American Rose Society & N.R.S. (Eng.).

## El Capitan

— GRANDIFLORA



Abundant, continuous blooms of cherry-red flowers mark this disease resistant rose. Very vigorous and upright, a tall plant. Handsome in the garden. Lovely in bouquets.

**DUET**  
— HYBRID TEA



Bi-color pink flowers, light pink petals with darker pink reverse. Vigorous, upright plant with large, profuse blooms. All-America Rose Selections award winner.

**PINK PARFAIT**  
— GRANDIFLORA



Another All-America Rose Selections winner. Buds open to a light pink, high-centered flower of superior lasting quality.

**PINK PEACE**  
— HYBRID TEA



Beautifully formed, enormous dusky-pink flowers carried erect on heavy canes. Non-fading and fragrant with free, continuous blooms. Vigorous, verdant foliage.

**Try this slight of hand**

Nature has truly smiled upon the rose. She has yet to produce a color that will not blend perfectly with the cheerful blossoms of your prized annuals, bulbs and perennials. Roses always "belong".

**Try PINK ROSES and ...**



1. Mixed pink and white petunias.



2. Heavenly blue to deep purple Iris.



3. Pale drifts of Olympic Hybrid Lilies.

# **with... ROSES!**

**CHRYSLER  
IMPERIAL**  
— HYBRID TEA



The following pages offer merely a few suggestions for compatible companions. Working out your own "mix-and-match" color schemes can be even more fun.

## Try RED ROSES and ...

Red roses are so brilliant — so compelling ... other flowers serve as stage scenery. A background of pure evergreens and grey-foliage shrubs is also outstanding with these vivid charmers.



1. Glistening carpet of Snow Alyssum.



2. Puffs of lemon yellow marigolds.



3. Spikes of sky-blue delphinium.

## **NEW YORKER**

— HYBRID TEA



Large, double showy blossoms of bright scarlet. Fragrant and fade resistant. Plant has a vigorous, bushy, lush green growth and gives abundant blooms.

## **TEXAN**

— FLORIBUNDA



Ovoid buds open into big, double firey-red blossoms on a tall-growing, vigorous plant. The flowers are fragrant with dark green, leathery foliage.

# IVORY FASHION

—FLORIBUNDA



Long, slender ivory buds open to four inch flowers with decorative golden stamens. Blooms are fragrant and long lasting. An All-American Rose Selections award winner.

# PALE FACE

—GRANDIFLORA



Snowy-white flowers of good lasting quality and fragrance. Plant is disease resistant and grows vigorously producing abundant, continuous masses of beautiful blooms.

# WHITE QUEEN

—HYBRID TEA



Long buds open into extra large, double white-white blossoms. Fragrant, strong stemmed, these show-stoppers grow vigorously, producing an abundance of flowers.

## Try WHITE ROSES and ...

White roses are the pale moonstruck beauties that shine on their own or in sharp contrast to bold, bright-blooming companion flowers.



1. Multi-color hybrid zinnias.



2. Mad color profusion—Transvaal Daisies.



3. Box edgings—pansies and violas are small but oh, my!

## Try YELLOW ROSES and...

Roses as pale as lemon drops—as rich as Pirate's gold. Yellow roses spell cheerfulness anywhere in the garden.



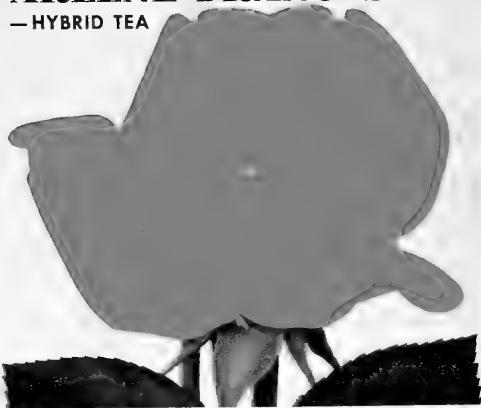
**1. Tawny snapdragons.**



**2. Deep blue lobelias.**



**3. Flaming red gladiolus.**



Long, pointed buds open to large, double high-centered flowers of great fragrance. Plant is vigorous and free blooming with abundant, glossy, dark green foliage.

## **PEACE**

— HYBRID TEA



Large, double lemon-yellow blossoms edged in rose-pink on strong stems. Vigorous. All-America Rose Selections award. Gold medal winner: NRS, Portland and NRS (Eng.)

## **GOLDEN GIRL**

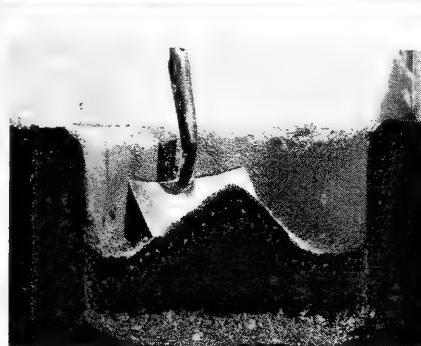
— GRANDIFLORA



Long, pointed buds become large, double flowers in sparkling yellow. Abundant, continuous blooms from upright, bushy plant.



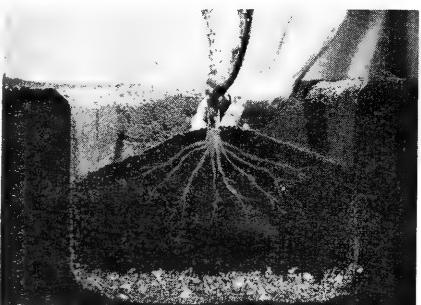
# It's no trick to plant a rosebush



1. Dig a hole wide enough to allow the roots to spread out. Note how soil is mounded up in the middle.



2. Rosebush, pruned, is ready for planting. Place bush on mound and spread roots out.



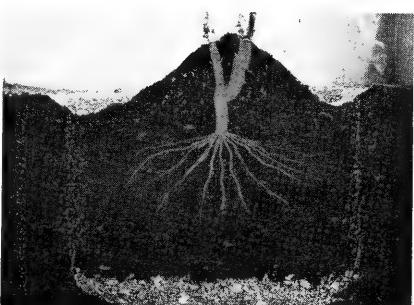
3. Now place plant so that the junction of the root and bud union will be about one inch\* above ground level after hole is filled in.



4. Now fill in hole with good soil and tamp down on all sides of the bush. When planting a new rosebush where a rose has grown before, be sure to use new soil.



5. Make basin around the bush, making sure that bud union is still at or just below level\* of surrounding soil. Fill hole with water, soaking roots thoroughly.



6. After water has completely drained, fill in hole with loose soil and mound up around bush temporarily. Remove the mound of dirt as plant begins to grow.



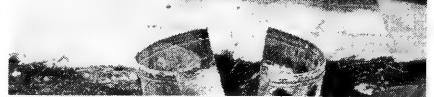
1. Plant shown in metal container from nursery.



2. Cutting a paper pot.



3. Spreading the can apart, being careful not to break the ball.



4. Gently lift ball from cut can (or tar paper pot) by holding plant by shank and supporting bottom of ball with the other hand.



5. Place the ball in a hole—note level of bud union.



6. Tamp the free soil only—(loose soil around the ball).



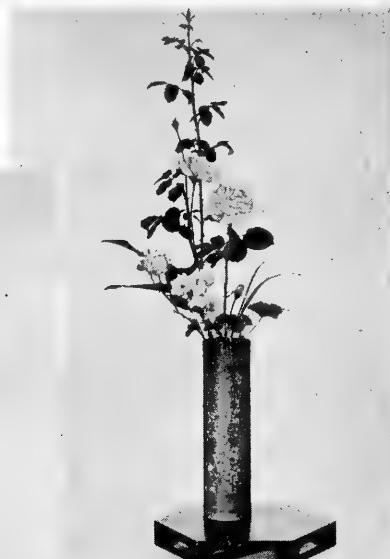
7. Water to completely settle the plant—and water frequently thereafter.





# Mrs. Wizard . . .

Flower arranging should never become static. There are always new and exciting ways to use green materials and flower accessories. Accessories are the tricks in these arrangements. On your Sunday afternoon drives, a day at the beach or mountains, or even in a junk yard, there are many interesting objects to be found and used in floral compositions.



## THE TRICK . . .

Old rusted two and three inch pipe cut in different lengths with the bottom weld in, make very interesting containers.

The contrast between the beautiful roses and rusty container is very dramatic. The side sweep of the rose branch, and group of roses is balanced by the small vase with green foliage and a dried lemon.

# ... that's YOU!



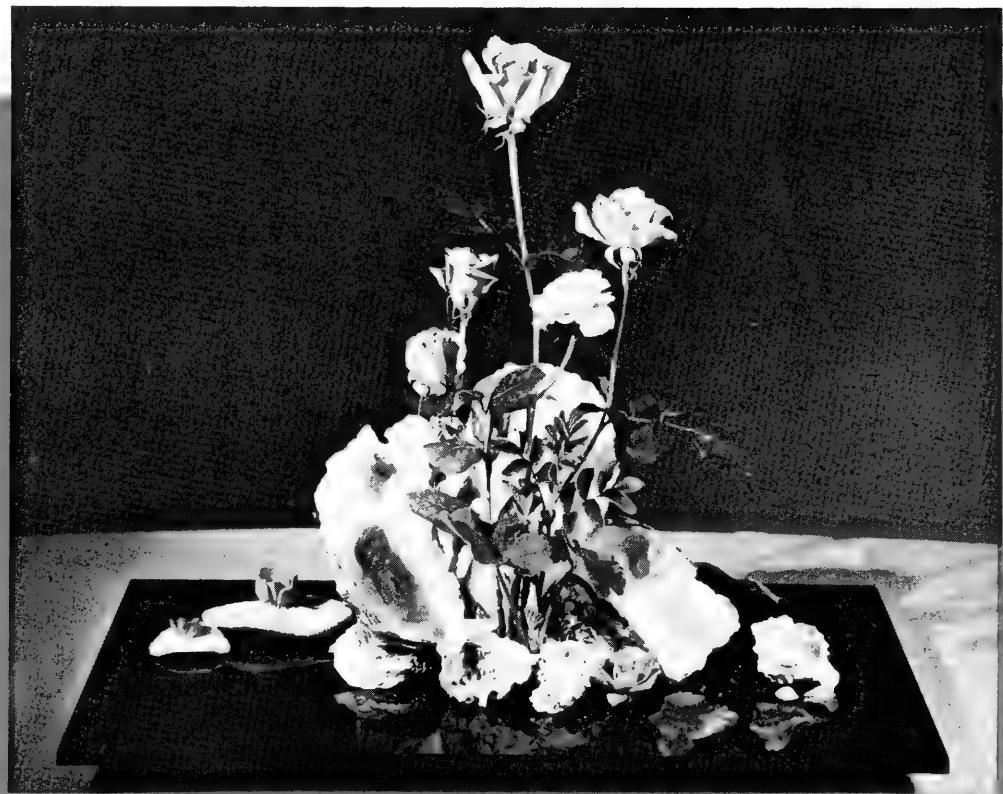
## THE TRICK . . .

To display the bloom of hybrid tea, floribunda and dwarf roses without the smaller blooms getting lost in a large arrangement, place your large hybrid teas in a vase, set off with a camellia branch, small calla leaves placed together and small grasses.

Then place your floribunda roses in a medium sized vase with complementary foliage, and your dwarf rose in a small container. Place the three containers on a stand and you will have a distinctive display of roses.

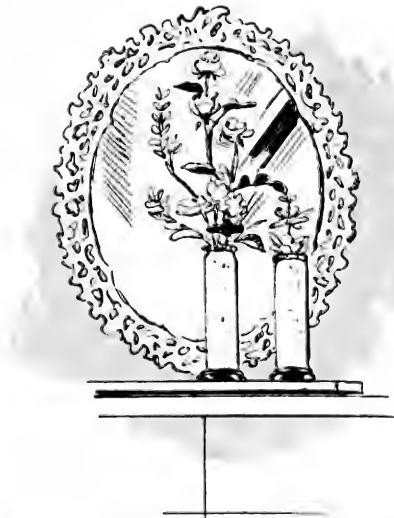


# More Tricks with



**THE TRICK . . .** After gathering seashell treasures on your vacation at the seashore, don't discard or hide them; but use with your late flowering roses. The large cluster of oyster shells placed in center of black slab of glass with complementary colored roses enhances the beauty of each. Smaller shells and rock used with succulents are an added interest.

# Flower Arranging

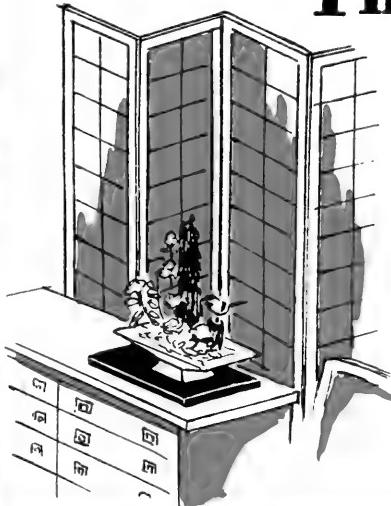


## THE TRICK . . .

A lovely and unusual composition for the entrance hall is pink roses and grey foliage placed in old pink candle containers on a pink glass slab. The grey stacked hen and chicken succulents in the second identical vase makes a balanced composition.

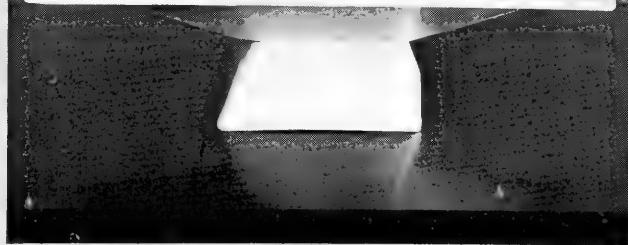


# The Hand is Quicker



## THE TRICK . . .

The bird perched on the piece of charred wood gives life and sparkle to this arrangement of Paleface roses and grey foliage. The black and white arrangement is very refreshing in its simplicity.



# Than The Eye!

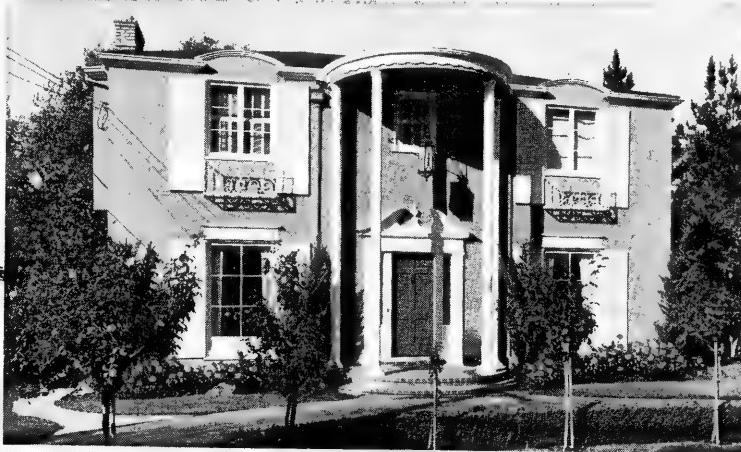


## THE TRICK . . .

Only three rose buds ready to be picked in the garden, and you want a dramatic arrangement for your coffee table—  
Arrange the roses in a small lamp base. In a large lamp base, use blending colors of a rose branch, iris leaves, Johnson grass, veronica, equisetum and begonia leaves. Place on a stand to tie the composition together.



**NO HOCUS POCUS  
TO GROW ROSES  
OR A**



# NEEDED IN AN OVEN REFRIGERATOR

People who grow roses in almost an ideal climate are few. Even so, it always comes as a surprise that even under extremes of climate, roses do remarkably well. It comes as a special thrill, too, in the middle of the desert to come upon an especially lovely garden of roses.

Water becomes the number one requirement. In some sections, you simply can't over-water no matter how hard you try, because the evaporation is almost instantaneous. In other conditions, a regular weekly irrigation will do the trick.

The rosebushes themselves don't mind the desert sun. Occasionally, it will spoil some of the blooms; but if you're concerned about flowers for cutting, you can pick your blooms in early morning or evening and put them in the refrigerator.

Probably the most difficult weather opponent to combat is wind and draft. You can get around this by building some sort of windbreak or lath screen to protect your flowers.

Some roses like the brilliant desert sunshine better than others. So instead of struggling with the reluctant ones, might as well go along with nature and plant heat-resistant varieties. Kordes Perfecta, Circus and Garden Party are rugged growers.

Baby, it's cold outside! But honestly, the roses probably don't care nearly as much as you do. Talking to people who grow roses under the most formidable winter conditions, they simply shrug and say: "Give me a healthy rose in a reasonably protected location and I can stick out my tongue to Jack Frost".

For example, in most wintery areas, it helps to plant the bud union somewhat below the soil about 1" to 2". You will want to watch your drainage, and goodness knows you won't be planting your roses at the bottom of an incline where water from heavy melting snows will come cascading down. If possible, you will want to protect them from any chilling and killing winter winds by choosing a kinder exposure.

What type of winter protection? This subject is as controversial as what types of roses. There are those who swear by the "hilling in" technique — that is, piling a mound of soil over the center of the plants 8-10 inches deep. Others like the newer metal or tar paper rings that fit like collars over the bushes. These rings require less soil or mulch. Still others hint that nothing really does the job as well as a cold frame; and these structures vary from simple crude coverings to elaborate edifices.

Our own feeling is — do only what you have to do to keep your roses happy during the deep-freeze. Then quit worrying. There's an odds-on chance your roses will be back in the spring as sassy and lively as ever.

## Kordes Perfecta

— HYBRID TEA



A flashing new color. Cream white buds edged in carmine, spreading as the bloom opens to a dazzling pink, white and yellow combination. A double gold medal winner!

## Circus

— FLORIBUNDA



Yellow-orange buds. Flowers of intermixed yellow, pink and red. Compact growth, good foliage. Nat. Rose Society (Eng.) and Geneva Gold Medal. All-America Rose Selections award.

## Garden

## Party

HYBRID TEA



1960 All-America Rose Selections winner. Abundant, huge creamy ivory blooms, tinted blossom pink at petal edge. Balanced plant with vigorous, olive-green foliage.



# Wave a Magic Wand!

## Roses in Tubs can do ANYTHING!



Cinderella's fairy godmother used a pumpkin for her witchery. With others of us, tubs filled with bright-blooming roses bring about a transformation that beats anything in the story-books.

At your local nursery or garden supply center you will find a choice of containers to please the most discriminating. These include redwood, bamboo, clay, ceramic—even plastic. Any of these will make a sturdy, handsome home for a multi-flowering floribunda rose that will bloom from early spring to late frost.

As far as the roses are concerned, just be sure the container is large enough for the roots to spread out. And don't try to squeeze a grandiflora rose into a frozen orange juice can. Actually smaller roses (floribundas, for example) are better suited to tub culture than their larger relatives. Also bear in mind that a rose in a tub must look to you—exclusively—for nourishment and drink. Therefore, water and fertilize more often than you would if it were growing in the open ground.

How to use roses in tubs is the most exciting prospect of all. The new homeowner can take advantage of this medium by bringing color up close to the house, while the rest of the lot is waiting to be landscaped. The city apartment dweller can have a cheery door-step garden in front or a watch-fob version of rosy paradise on a sunny rear deck. Wherever you live, roses in tubs on the porch, patio or lanai really come into their own—giving color for a long season and during a time when other flowering specimens are few and far-between. Just remember that for tubbed roses—as well as other kinds—half a day's sunlight is required for best results.

Roses can be purchased in pots and cans any time of the year. With care they can be easily transferred to a larger tub even if they are blooming. What a wonderful way to get quick color for your home or patio.



Climbing Peace adorns the attractive aluminum fence. Floribunda roses form a fence around the small plot. To the right is a well kept bed of assorted hybrid teas.

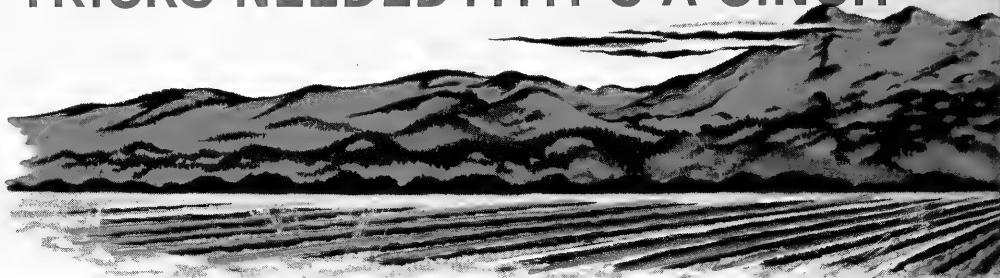


## ROSES GO MOBILE

A new concept in American living is the mobile home. Everywhere throughout the nation, beautiful Mobile Courts are springing up and many are a real credit to the community. For example, Mr. and Mrs. T. J. Lockhart have moved to Hemet, California, following Mr. Lockhart's illness. The Doctor advised him to take it easy, so he sold his business in the Big City and now is a country gentleman. Most important of all . . . Mr. and Mrs. Lockhart did not give up their favorite fun: gardening. Just take a look at what they have done with a small plot of ground! Isn't it really beautiful?

As you can see, roses play a big part in their landscaping plan. They wisely chose roses because no other plant would give them quite the height and growth and at the same time produce color as quickly as roses. This would give the other slower growing plants a chance to become established. Even though they have lived in their new mobile home less than a year it has that finished landscaped look in a few short months.

# NO TRICKS NEEDED . . . IT'S A CINCH



## GENERAL TIPS ON ROSE CARE and CULTURE

### PLANTING

#### MIDWEST

Early spring after danger of frost is over. Full sun best.

#### SOUTH

In warmer climates, plant as early as January. Where heavy clay soil is present, use humus.

#### SOUTHWEST

In mild winter areas, plant fully dormant bareroot stock in January. Container roses later.

### WATERING

Supplement rainfall with liberal irrigations. A good rule is once a week in spring . . . twice a week in summer.

If rainfall is light, supplement with extra water. Twice a week in the summer.

Where rainfall is scanty, water more frequently. Summer minimum twice weekly.

### FEEDING

Both barnyard and commercial fertilizers serve the purpose well. Follow directions — do not over-fertilize.

Use commercial type fertilizer at regular intervals. Also manure.

Check at your local nurseryman's for his recommendations on fertilizers.

### SPRAYING

Dust or spray weekly. Start as soon as foliage comes out in the spring. Do not wait for bugs or disease to appear.

Worst enemy here is blackspot. As soon as new foliage appears spray or dust weekly.

Most common problems are beetles, thrips, mites, aphids, rust, and mildew. Spray or dust weekly till fall.

### PRUNING

Always prune roses in the spring. Cut them from six to 12 inches from ground level.

Best time is at end of dormant season.

Prune after plants go dormant. Date will vary by climate.

### WINTER CARE

If roses are 3½ feet or more top to about 2½ feet after a hard fall freeze. Bank soil around canes 8-10 inches high.

None is necessary.

If rainfall scarce, some watering may be necessary.

### MULCHING

Check your local nurseryman about which mulching materials are most plentiful as well as economical in your area.

Use straw and leaves.

Consult your local nurseryman for his selection of the most economical mulches.

## Lavender Girl

— FLORIBUNDA



**by Bob Lindquist**

EAST	NORTHWEST
Where heavy frost is normal, be sure to plant in the spring.	Plant up to March. Make sure you have good drainage and ample sunlight.
Augment rain for 1 to 1½ in. water weekly to September. Deep soaks; no light sprinklings.	Roses require a lot of water in growing season. Spring: once weekly. Summer: twice.
Both organic as well as commercial type fertilizers are best.	Fertilize at end of basic bloom crop and before start of next. Continue to August.
Use good all-purpose dust or spray. Apply weekly or after rain. Spring through fall.	Winter-dormant sprays help control fungus diseases. Check local nursery for best type.
In fall, cut only long canes; major pruning in spring. Light as possible.	Prune higher on established beds for better roses. Leave enough good canes to produce.
In extra cold weather, pile soil over plant center 8 to 10 inches deep.	Strip foliage, clean beds. Mound up soil where needed for winter protection.
In January put mulch on soil mound. Remove by degrees before the spring growth starts.	After planting apply at least 2 in. sawdust and steer manure or peat. Do not disturb.

Unfading lavender blooms up to 3½ inches, on stems long enough for cutting. They remain color-fast even in summer heat. Compact, substantial plant to 2 feet.

## Gail Borden

— HYBRID TEA



Pale orange-yellow buds burst into large, double blossoms of deep rose-pink with reverse cream petals. Fragrant. Strong growth and stems. NRS (England) winner '57.

## Sterling Silver

— HYBRID TEA

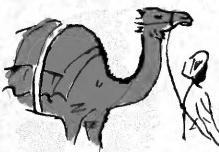


Long, pointed pink-lavender buds open to large double fragrant flowers of silver-lavender. Plant has vigorous, upright growth with lush, glossy dark foliage.

# AH, SWEET MYSTERY OF LIFE

## THE ROSE

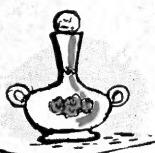
### Bewitching FACTS and FANCIES from the PAST



500 camel loads of rose water was once ordered by a famous Sultan to purify a Mosque.



Chinese fishermen in olden days used a home-made solution of rose water to make their nets stronger.



In some parts of the Middle East, a rose water sprinkler is placed on the table in lieu of our catsup bottle.



The first hybrid tea rose to take its place in the public eye was La France shown in 1867.



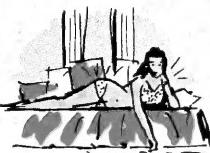
Nero spent over \$100,000 on roses alone for one of his celebrated feasts.



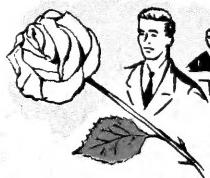
Back in 14th century London, it was customary for one red rose to be presented as payment for a fine. The Lord Mayor still receives a freshly cut rose as a yearly reminder of this ancient levy.



It is estimated that some 50,000,000 Americans grow roses in their gardens, and that over 100,000,000 rose bushes are sold each year.



Cleopatra used roses lavishly and with abandon—strewing petals carelessly on the floor of the banquet hall before receiving Mark Anthony.



At one time in Switzerland, a pure white rose was presented to a man accused of a crime, but later proven innocent. Thus the origin of the phrase—"rose of innocence".



"Queen of the Flowers" which is oftentimes used to describe the rose, originated with Sappho, the poetess of ancient Greece.



In covered wagon days, many of the pioneers who crossed the plains carried slips of roses from their home gardens with them.

# Governor Rosellini

— GRANDIFLORA

Warm, fruity fragrance and cheery red buds and flowers combine for hybrid tea quality. Very vigorous upright growth and profusion of blooms. Silver Certificate Winner at Portland International Rose Trials. A home garden winner for you!



"ALL IT NEEDS IS ROOM TO GROW"



# Lilibet

— FLORIBUNDA

Another All-America Rose Selections winner! Dainty buds and double, rose pink blossoms, in large clusters, mark this fragrant beauty. Unusually vigorous, bushy growth of glossy foliage makes the choice *Lilibet* a best bet!

# Tom Tom

— FLORIBUNDA



You'll be "beating the drums" yourself for this unusually striking beauty with its exciting new shade of dusky rose-pink. A compact, bushy plant with new growth shaded dark red.



# Angel Wings

— HYBRID TEA



New exhibition type rose. Long, golden buds open to large, perfect, creamy-white flowers tinged with heavenly pink...deepening and suffusing through the petals as they age. A Howards original . . . Portland Gold Medal Winner in 1959.



**HOWARDS OF HEMET • HEMET, CALIFORNIA**